



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-24-2012 PAGE: 1 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403350	10-23-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1022	247079	PHILADELPHIA	A. CLIFFORD	10-24-2012	10-30-2012	M (Broadcast Month, Cycle 1)	N	247079

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1022																	
1	10-24-2012	10-28-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30			X	X	X			3	700	3	2,100.00
2	10-29-2012	10-30-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	X	X						2	700	2	1,400.00
3	10-24-2012	10-28-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30			X	X	X			3	850	3	2,550.00
4	10-29-2012	10-30-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X						2	850	2	1,700.00
5	10-24-2012	10-28-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30			X	X	X			3	850	3	2,550.00
6	10-29-2012	10-30-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30	X	X						2	850	2	1,700.00
7	10-24-2012	10-28-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30			X	X	X			3	2,000	3	6,000.00
8	10-29-2012	10-30-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30	X	X						2	2,000	2	4,000.00
9	10-24-2012	10-28-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30			X	X	X			3	500	3	1,500.00
10	10-29-2012	10-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X						2	500	2	1,000.00
11	10-24-2012	10-28-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30			X	X	X			3	3,200	3	9,600.00
12	10-29-2012	10-30-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X	X						2	3,200	2	6,400.00
13	10-24-2012	10-28-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE SAT (900)	1	30						X		1	1,500	1	1,500.00
14	10-29-2012	10-30-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)	1	30	X							1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- DWTS																	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403350	10-23-2012		0	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1022	247079	PHILADELPHIA	A. CLIFFORD	10-24-2012	10-30-2012	M (Broadcast Month, Cycle 1)	N	247079

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1022																	
15	10-29-2012	10-30-2012	10:00PM - 11:00PM	MONDAY PRIME 10-11P (794)	1	30	X							1	7,500	1	7,500.00
----- ITEM LINE NOTE ----- CASTLE																	
16	10-29-2012	10-30-2012	10:00PM - 11:00PM	TUES PRIME 10-11P (807)	1	30		X						1	2,300	1	2,300.00
----- ITEM LINE NOTE ----- PRVT PRACT																	
17	10-24-2012	10-28-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)	1	30					X			1	1,700	1	1,700.00
----- ITEM LINE NOTE ----- 20/20																	
18	10-24-2012	10-28-2012	08:00PM - 11:30PM	ABC'S COLLEGE FOOTBALL PRIME (5877)	1	30						X		1	2,500	1	2,500.00
19	10-24-2012	10-28-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)	1	30			X					1	3,500	1	3,500.00
----- ITEM LINE NOTE ----- NASHVILLE																	
20	10-24-2012	10-28-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)	1	30				X				1	3,000	1	3,000.00
----- ITEM LINE NOTE ----- LAST RESORT																	
21	10-24-2012	10-28-2012	08:00PM - 09:00PM	SUNDAY PRIME 8-9P (931)	1	30							X	1	4,200	1	4,200.00
----- ITEM LINE NOTE ----- ONCE UPON																	
22	10-24-2012	10-28-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)	1	30							X	1	2,600	1	2,600.00
----- ITEM LINE NOTE ----- REVENGE																	
23	10-24-2012	10-28-2012	10:00PM - 11:00PM	THURS PRIME 10-11P (803)	1	30				X				1	3,800	1	3,800.00
----- ITEM LINE NOTE ----- SCANDAL																	

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Contract No 403350	Contract Dt 10-23-2012	Revision Dt	Rev# 0	Advertiser NC JUDICIAL COALITION	Brand NC JUDICIAL COALITION	Product Code POLITICALS								Station/Market WTVD - DURHAM						
Agency Est# 1022			CMS # 247079	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-24-2012	End Date 10-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247079				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1022																	
24	10-24-2012	10-28-2012	08:00PM - 09:00PM	FRIDAY PRIME 8-9P (792)				1	30					X			1	3,300	1	3,300.00
			----- ITEM LINE NOTE ----- LAST /MALIBU																	
25	10-24-2012	10-28-2012	08:00PM - 09:00PM	WED PRIME 8-9P (813)				1	30			X					1	5,000	1	5,000.00
			----- ITEM LINE NOTE ----- MIDDLE/NEIGHBOR																	
26	10-29-2012	10-30-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)				1	30		X						1	5,000	1	5,000.00
			----- ITEM LINE NOTE ----- DWTS																	
27	10-24-2012	10-28-2012	12:00PM - 12:30PM	DUKE COACH'S SHOW (895)				1	30							X	1	500	1	500.00
			----- ITEM LINE NOTE ----- DUKE COACHES																	
28	10-24-2012	10-28-2012	11:30AM - 12:00PM	UNC COACH'S SHOW (894)				1	30							X	1	500	1	500.00
			----- ITEM LINE NOTE ----- UNC COACHES																	
29	10-24-2012	10-28-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)				1	30						X		3	5,000	3	15,000.00
30	10-24-2012	10-28-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)				1	30			X	X	X			3	850	3	2,550.00
31	10-29-2012	10-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)				1	30	X	X						2	850	2	1,700.00
32	10-24-2012	10-28-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				1	30			X	X	X			3	200	3	600.00
33	10-29-2012	10-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				1	30	X	X						2	200	2	400.00
34	10-24-2012	10-28-2012	09:00AM - 10:00AM	EYEWITNESS NEWS SAT 9-10AM (10765)				1	30						X		1	750	1	750.00

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Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
1022		247079	PHILADELPHIA	A. CLIFFORD	10-24-2012	10-30-2012	M (Broadcast Month, Cycle 1)	N	247079								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1022														
35	10-24-2012	10-28-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)	1	30						X		1	1,000	1	1,000.00
36	10-24-2012	10-28-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)	1	30							X	1	600	1	600.00
37	10-24-2012	10-28-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30			X	X	X			3	850	3	2,550.00
38	10-29-2012	10-30-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30	X	X						2	850	2	1,700.00
39	10-24-2012	10-28-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30			X	X	X			2	3,000	2	6,000.00
40	10-29-2012	10-30-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	X	X						1	3,000	1	3,000.00
														Contracted Gross Total:		70	127,250.00
														Actual Gross Total:		70	127,250.00
														Agency Commission:			19,087.50
														Net Total:			108,162.50
Month/YR		Preempted		Made Good		Contract Total		Adjustments		Actual Total							
Oct 12		0.00		0.00		85,450.00		0.00		85,450.00							
Nov 12		0.00		0.00		41,800.00		0.00		41,800.00							
TOTAL		0.00		0.00		127,250.00		0.00		127,250.00							

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